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Application No. 10/538,698  
Amendment Dated: January 4, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

Matt O'Malley

Application No.: 10/538,698

Filed: July 10, 2005

FOR: CONTENT CREATION,  
DISTRIBUTION, INTERACTION,  
AND MONITORING SYSTEM

Art Unit: 3627

Examiner: SHAAWAT,  
MUSSA A

RESPONSE TO A FINAL OFFICE ACTION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated July 1, 2009, please amend the above-identified application as follows and consider the following remarks.

Remarks being on page 2 of this paper.

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